

Susan Whitaker

Whitaker, a veteran tourism marketing industry executive, served as Vice-President of Marketing for Dollywood, Tennessee's most visited tourist attraction, from 1997 to January 2003.

Before joining Dollywood, Whitaker worked from 1993 to 1997 as Director of Marketing and Advertising for the Silver Dollar City/Hershend Family Entertainment Corporation properties in Branson, MO. In 2000, Susan was appointed to serve on the Presidents Team, developing strategic plans for all nine properties of the Corporation, of which Dollywood is one. From 1985 to 1993, she directed broadcast fundraising efforts for CBN, the nonprofit Christian broadcasting company founded by Pat Robertson and based in Virginia Beach, VA.

Whitaker is a Chicago native and a descendent of Tennessee's first Governor, John Sevier. She holds a bachelor's degree in communications from Northwestern University, Evanston, IL.

Whitaker serves on several boards including Travel South USA, where she serves as marketing chairman, and Southeast Tourism Society both based in Atlanta, GA. She also serves on the Education Committee for the Travel Industry Association of America (TIA). She is a member of the Governor Phil Bredesen's Jobs Cabinet, the FastTrack Jobs Advisory Panel, the Governor's Interagency Working Group on Air Quality, the Tennessee Foreign Language Institute, the Tennessee Recreation Advisory Committee, and the Smoky Mountains Park Commission.